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... FANCY ...  
**PANSIES**

—OF—

EXCEPTIONAL  
MERIT FROM

... FELTEN'S ...  
**PANSY FARM**

( SINCE 1875 )

MERCHANTVILLE, N. J.

PHONE — MERCHANTVILLE 780-J

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...OUR SLOGAN...

Flowers of proven Quality —  
The eye's unfeigned delight,  
Greeting of worthy Courtesy  
As every comer's right.  
Bowers of tinted Loveliness  
About your garden walks,  
Making friends thru Service  
In the fine way that talks.

## PANSY AMERICA

The largest and finest of all pansies. The enormous round flowers of heavy texture, are borne on sturdy stems held well above a heavy dark green luxuriant foliage with a sharp, clear brilliant color range that simply dazzles the eye of the onlooker.

The habit of plant growth is very compact and uniform, will not grow up tall and leggy in hot weather.

Pansy America is an exceptionally early flowering strain of giant pansies that always has a ready market when others go begging. This is without question of doubt the finest strain of early giant flowering pansies on the market.

$\frac{1}{16}$ oz.	. . . . .	\$1.00
$\frac{1}{8}$ oz.	. . . . .	1.85
$\frac{1}{4}$ oz.	. . . . .	3.50
$\frac{1}{2}$ oz.	. . . . .	6.50
1 oz.	. . . . .	12.00
$\frac{1}{4}$ lb.	. . . . .	40.00

## ROGGLI'S IMPROVED SWISS GIANTS

A new and very attractive mixture of giant flowering pansies containing many heavy dark colors and red shades.

$\frac{1}{16}$ oz.	. . . . .	\$ .75
$\frac{1}{8}$ oz.	. . . . .	1.20
$\frac{1}{4}$ oz.	. . . . .	2.00
$\frac{1}{2}$ oz.	. . . . .	3.75
1 oz.	. . . . .	7.00
$\frac{1}{4}$ lb.	. . . . .	25.00

## FELTEN'S GIANT EXHIBITION MIXTURE ("NEW CREATION")

A very good and well balanced giant

# FELTEN'S PANSY FARM

flowering type, wide range of colors.

$\frac{1}{16}$ oz.	. . . . .	\$ .65
$\frac{1}{8}$ oz.	. . . . .	1.00
$\frac{1}{4}$ oz.	. . . . .	1.75
$\frac{1}{2}$ oz.	. . . . .	3.25
1 oz.	. . . . .	6.00
$\frac{1}{4}$ lb.	. . . . .	20.00

## FELTEN'S SPECIAL GIANT MIXTURE

This is a mixture of three fancy strains:  
Felten's New Early Giant Pansy America,  
Roggli's Improved Swiss Giants,  
Felten's Improved Giant Exhibition.

$\frac{1}{16}$ oz.	. . . . .	\$ .85
$\frac{1}{8}$ oz.	. . . . .	1.50
$\frac{1}{4}$ oz.	. . . . .	2.75
$\frac{1}{2}$ oz.	. . . . .	5.25
1 oz.	. . . . .	10.00
$\frac{1}{4}$ lb.	. . . . .	32.00

## SWISS BLUE OR ULLSWATER

The most distinct, rich deep velvety blue  
pansy.

$\frac{1}{16}$ oz.	. . . . .	\$ .75
$\frac{1}{8}$ oz.	. . . . .	1.35
$\frac{1}{4}$ oz.	. . . . .	2.25
$\frac{1}{2}$ oz.	. . . . .	4.25
1 oz.	. . . . .	8.00

Swiss Alpineglow, Rich Velvety Garnet  
1000 Seeds, \$1.00

## NOVELTIES FOR 1931

Super Giant White, . . . 1000 Seeds, \$1.00  
Super Giant Yellow, . . . 1000 Seeds, 1.00  
Super Giant Bronze, . . . 1000 Seeds, 1.00  
Super Giant Red and Gold, 1000 Seeds, 1.00

## NEW DWARF ALPINE SWEET WILLIAM

A New Dwarf Sweet William, four to six  
inches tall when in bloom, a good rockgarden  
plant, most beautiful range of colors,

$\frac{1}{2}$  oz., \$1.75; 1 oz., \$3.00

MERCHANTVILLE, N. J.

(over)

Prices quoted on seedling plants of the above strains upon request. Seedling plants are shipped from October 1st until April 15th.

### CULTURE OF PANSIES

Pansies love a cool, moist, well-enriched soil. Seed sown in early Spring, as soon as soil can be worked, will produce fine plants for Autumn flowering. However as most people want pansies in the Spring, we will tell how to proceed to secure the finest and best.

Sow the seed in July or August in rows, about four to six inches apart, in a cold frame covering the seed with one-sixteenth inch of fine, clean soil or sand, this is generally applied by sifting with a screen. After seeding, pat down with a board and apply a light application of water with a fine spray. Be sure to keep the bed a little damp, a temperature of 75 degrees or a little less is just right for sprouting pansies.

When plants are large enough to handle they are transplanted to stand five or six inches apart each way, in cold frames with the richest soil to be had. Pansies must be transplanted but once, to get the best results.

When the ground is frozen a few inches deep, about the middle of December, cover the cold frames with glass; when weather begins to warm up early in the Spring, give plenty of air, do not allow the plants to draw up or get spindly.

The above suggestions are for New England and Middle Northern and Eastern States. Farther South and wherever Winters are not very severe, the plants may be transplanted to the open ground with just enough mulch or salt hay to hide them from view after the ground freezes. One ounce of fresh seed produces approximately 4,000 to 6,000 plants.